

2ND RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY

JULY 5, 2020



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KULLIAH OF LANGUAGES & MANAGEMENT
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, PAGOH EDU HUB

CONTENTS

COMMITTEE MEMBERS	3
INVITED PANELS	4
PROGRAM TENTATIVE	5
1. THE PERCEPTION OF TOURIST ON THE TURTLE CONSERVATION IN MALACCA	6
2. PERCEPTION OF OLD SHOP HOUSES OWNERS AND COMMUNITY ATTACHMENT TOWARDS THE CONSERVATION OF OLD SHOP HOUSES IN MUAR TOWN, JOHOR	7
3. THE PUBLIC AWARENESS ON HERITAGE BUILDING PRESERVATION IN MUAR TOWN, JOHOR, MALAYSIA	8
4. RESIDENTS' PERCEPTION ON THE COMMERCIALIZATION OF TURTLE CONSERVATION CENTRE IN MELAKA	9
5. INFLUENCE OF TRAVEL AND TOUR WEBSITE ON TOURIST BEHAVIOUR TO DETERMINE DESTINATION IN MALAYSIA AMONG IIUM STUDENTS IN PAGOH, JOHOR.	10
6. SUSTAINABLE TOURISM DEVELOPMENT IN MUAR	11
7. EXPLORING THE POTENTIAL OF RENDANG AS LOCAL FOOD HERITAGE OF NEGERI SEMBILAN	12
8. THE ACCEPTANCE OF SATAY INNOVATION FOR DOMESTIC TOURISM	13
9. JOB BURNOUT AMONG EMPLOYEES IN FOOD AND BEVERAGE INDUSTRY IN KLANG VALLEY	14
10. FILM INDUCED TOURISM: PUSH AND PULL MOTIVATION FACTORS OF LOCAL YOUNG TRAVELERS TO VISIT FILM LOCATIONS IN MALAYSIA	15
11. THE POTENTIAL OF DEVELOPING HERITAGE BASED TOURISM IN KLUANG, JOHOR: SWOT ANALYSIS	16
12. TOURISTS PERCEPTION AND SATISFACTION TOWARDS LOCAL FOODS IN MUAR, JOHOR	17
13. TOURISTS' EXPERIENCE ON DESTINATION LOYALTY: A CASE STUDY OF ISLAMIC ARCHITECTURE IN KUALA TERENGGANU	18
14. DETERMINING OF TOURISTS' EXPERIENCE REVISIT INTENTION TO ARCHITECTURAL MOSQUES IN KUALA LUMPUR	19
15. THE INFLUENCE OF TOURIST EXPERIENCE ON DESTINATION LOYALTY TO ISLAMIC ARCHITECTURAL SITES IN PUTRAJAYA	20

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PROGRAM TENTATIVE

8.30 a.m. : 1. Moderator welcome panels and presenters
2. Moderator share all the topics

8.30 a.m. : 3. Presentation 1 and Q&A
4. Presentation continues

9.45 a.m. : 5. Closing and Research Proposal Defence ends

EXPLORING THE POTENTIAL OF RENDANG AS LOCAL FOOD HERITAGE OF NEGERI SEMBILAN

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ABSTRACT

Every part of the country has its signature dishes to be proud of and some of them are already being well-known to the world. This worthy treasure that has influenced foreign cultures such as Indian, Chinese, Arabs, and Thais still managed to attract the new generations to crave and become the regular consumer of the food. However, the efforts to promote and preserve the culinary heritage to become one of the prominent tourism products of the country are still low and it may keep declining if there is no further action to be taken. Malaysia has a unique Malay local heritage's delicacy starting from its origin, way of cooking's and the ingredients. Rendang is famous as the local food heritage of Negeri Sembilan that was brought by the Minang people that reside in the districts. However, the research on Rendang that focuses on the knowledge, anthropology, history, and cultural aspect of Rendang is still limited in Malaysia. Thus, the purpose of this study is to explore the potential of Rendang as a local food heritage of Negeri Sembilan. This study employs qualitative research. A total number of 3 respondents have participated in this study. The data were analyzed using thematic analysis. The outcomes of this study will contribute to the research that focuses on knowledge, anthropology, history, and the cultural aspect of Rendang. Hence, this study is significant to increase the promotion of Rendang as the local food heritage of Negeri Sembilan to promote its culinary tourism as one of the gastronomic tourism destinations in Malaysia.

Keywords: Cultural value, knowledge on food heritage, sensory attributes